

# VISTA Assignment Description (VAD)

Title: AmeriCorps VISTA Immunization Outreach and Education Coordinator
Sponsoring Organization: Immunize Colorado Project Name: Immunize Colorado Project Number: 20VSWC0001 Project Period: Dates TBA
Site Name: <b>Adams County Health Department</b>
Focus Area(s) Primary: Healthy Futures Secondary:
<b>VISTA Assignment Objectives and Member Activities</b>
<p><b>Goal of the Overall VISTA Project:</b> The Immunization Outreach and Education Coordinator VISTA member will build the capacity of their host site by developing and implementing local activities which promote education and access to vaccinations and primary care services. VISTA efforts will move people out of poverty by creating more touch points with the healthcare system, improving a community's access to primary and preventative care visits. As a result of the VISTA member's service, 500 individuals will be served through immunization outreach and/or education events, 25 volunteers will be recruited to implement the events and six organizations will receive capacity building services to improve and/or expand their programming, services, and communications.</p>
<p><b>Objective of the Assignment:</b> Build a strong social media presence around vaccines and other public health topics, raising awareness, providing accurate information, and promoting positive health behaviors.</p> <p><b>Member Activity (Date TBA):</b> Research and analyze current trends, attitudes, and behaviors related to vaccines and public health to identify knowledge gaps and misconceptions among the target audience.</p> <p><b>Member Activity (Dates TBA):</b> Develop a comprehensive social media strategy that aligns with the organization's goals and objectives. This includes defining target audience segments, establishing messaging guidelines, and selecting appropriate social media platforms.</p> <p><b>Member Activity (Dates TBA):</b> Create engaging and informative social media content, such as graphics, videos, blog posts, and infographics, that effectively communicates important information about vaccines and other public health topics.</p>

**Objective of the Assignment:** Develop and implement a robust reminder/recall system for vaccines at the Adam County Health Department, ensuring timely and effective communication with individuals to promote vaccination and improve vaccination coverage rates.

**Member Activity (Date TBA):** Conduct a comprehensive analysis of the current vaccination database and systems at the Adam County Health Department to identify areas for improvement and opportunities for implementing a reminder/recall system.

**Member Activity (Date TBA):** Design and develop a reminder/recall system for vaccines, considering factors such as patient demographics, vaccine schedules, and communication preferences.

**Member Activity (Date TBA):** Implement and test the reminder/recall system, ensuring its functionality, accuracy, and compliance with privacy and security regulations. Monitor and evaluate its performance, making necessary adjustments and improvements.

**Objective of the Assignment:** Conduct outreach to the Latino community and school/childcare centers, promoting vaccination and public health, and ensuring access to accurate information and resources.

**Member Activity (Dates TBA):** Develop culturally sensitive and language-appropriate materials and resources to effectively communicate with the Latino community and address their specific needs and concerns regarding vaccines and public health.

**Member Activity (Dates TBA):** Collaborate with community organizations, healthcare providers, and local leaders to identify opportunities for outreach and engagement with the Latino community. This includes participating in community events, organizing workshops, and establishing partnerships.

**Member Activity (Dates TBA):** Conduct educational sessions and presentations at school/childcare centers to promote vaccination and public health. This includes providing information to students, parents, and staff about vaccine schedules, benefits, and importance, as well as addressing common misconceptions.